



WESTEND

Advisors

1001 Morehead Square Drive, Suite 600
Charlotte, North Carolina 28203
704-556-9300
www.westendadvisors.com

March 31, 2023

Item 1 – Cover Page

This Brochure Supplement provides information about the following persons that supplements the WestEnd Advisors, LLC (“WestEnd” or the “Firm”) Brochure. You should have received a copy of that Brochure. Please contact WestEnd at 888-500-9025 or info@westendadvisors.com if you did not receive its Brochure or if you have any questions about the contents of this supplement.

Additional information about the following persons is available on the SEC’s website at www.adviserinfo.sec.gov.

Jacob L. Buchanan, CFA

Edmund N. Durden

Michael W. Goldman

Marion W. Peebles, IV, CPA,CFA

Frederick O. Porter, CFA

Jacob L. Buchanan, CFA

Item 2 – Educational Background and Business Experience

Jacob L. Buchanan, Portfolio Manager, joined WestEnd in 2018 as an Analyst. Mr. Buchanan was named Senior Analyst in 2022. Prior to joining WestEnd, he was Global Markets Analyst at Credit Suisse Group AG from 2016 to 2017.

Mr. Buchanan also holds the Chartered Financial Analyst (“CFA”) designation issued by the CFA Institute. To be admitted into the CFA program, candidates must have: (1) a bachelor’s degree or equivalent (candidates can register if in the last year of a bachelor’s program); or, (2) four years of professional work experience that the Institute deems as “qualified” experience; or, (3) a combination of the above. To become a CFA charterholder, candidates must pass three exams, have four years of professional experience in investment decision-making, and obtain membership with the CFA Institute. Additional information about the CFA program can be found at www.cfainstitute.org. The CFA Institute does not impose any continuing education requirements on charterholders.

Mr. Buchanan was born in 1994. Mr. Buchanan completed his undergraduate degree at the University of North Carolina at Chapel Hill.

Item 3 – Disciplinary Information

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. Jacob L. Buchanan has not been the subject of any legal or disciplinary events.

Item 4 – Other Business Activities

Jacob L. Buchanan is not engaged in any investment-related business or occupation other than his investment advisory duties with WestEnd.

Item 5 – Additional Compensation

Registered investment advisers are required to disclose if someone who is not a client provides an economic benefit to the supervised person for providing advisory services. Jacob L. Buchanan is compensated by WestEnd Advisors, LLC. He does not receive additional compensation or economic benefits from other sources.

Item 6 – Supervision

Michael W. Goldman has supervisory responsibilities over investment advisory activities at WestEnd. Mr. Goldman can be contacted at 888-500-9025.

Edmund N. Durden

Item 2 – Educational Background and Business Experience

Edmund N. Durden, Chief Investment Strategist and Portfolio Manager, has been with WestEnd since 2006. Mr. Durden was a Founder of Crescent Heights Consulting, LLC in 2006, and also served as a Senior Analyst at Cambium Capital from 2002 to 2006. From 1997 to 2002, Mr. Durden was a Director at The MONY Group, Inc.

Mr. Durden was born in 1970. Mr. Durden completed his undergraduate degree at the University of Virginia. Mr. Durden also earned his J.D. and MBA from the University of Virginia.

Item 3 – Disciplinary Information

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. Edmund N. Durden has not been the subject of any legal or disciplinary events.

Item 4 – Other Business Activities

Edmund N. Durden is not engaged in any investment-related business or occupation other than his investment advisory duties with WestEnd.

Item 5 – Additional Compensation

Registered investment advisers are required to disclose if someone who is not a client provides an economic benefit to the supervised person for providing advisory services. Edmund N. Durden is compensated by WestEnd Advisors, LLC. He does not receive additional compensation or economic benefits from other sources.

Item 6 – Supervision

Michael W. Goldman has supervisory responsibilities over investment advisory activities at WestEnd. Mr. Goldman can be contacted at 888-500-9025.

Michael W. Goldman

Item 2 – Educational Background and Business Experience

Michael W. Goldman, Managing Partner, has been with WestEnd since 2004. Prior to joining WestEnd, Mr. Goldman served as an Associate Director at PowellJohnson, Inc. from 2003 to 2004. Mr. Goldman also served as a Vice President at UBS Financial Services, Inc. from 2001 to 2003, at Paine Webber, Inc. from 2000 to 2001, and at J.C. Bradford & Co. from 1998 to 2000.

Mr. Goldman was born in 1972. Mr. Goldman is a graduate of the University of Richmond.

Item 3 – Disciplinary Information

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. Michael W. Goldman has not been the subject of any legal or disciplinary events.

Item 4 – Other Business Activities

Michael W. Goldman is not engaged in any investment-related business or occupation other than his investment advisory duties with WestEnd.

Item 5 – Additional Compensation

Registered investment advisers are required to disclose if someone who is not a client provides an economic benefit to the supervised person for providing advisory services. Michael W. Goldman is compensated by WestEnd Advisors, LLC. He does not receive additional compensation or economic benefits from other sources.

Item 6 – Supervision

Michael W. Goldman has supervisory responsibilities over investment advisory activities at WestEnd, and is supervised by James Cox, in his capacity as WestEnd's Chief Compliance Officer. Mr. Goldman and Mr. Cox can be contacted at 888-500-9025.

Marion W. Peebles, IV, CPA, CFA

Item 2 – Educational Background and Business Experience

Marion W. Peebles, IV, Portfolio Manager, joined WestEnd in 2014 as an Analyst. Mr. Peebles was named a Member in 2019. Prior to joining WestEnd, Mr. Peebles was an Operations Associate at Global Endowment Management. From 2010- 2012 he worked at Ernst & Young LLP.

Mr. Peebles holds the Certified Public Accountant (“CPA”) designation issued by the North Carolina State Board of CPA Examiners (“the Board”). A North Carolina CPA certificate (license) will be issued to a person who: (1) has completed 150 semester hours and received a Bachelors degree with a concentration in accounting and other courses that the Board may require from a college or university; (2) has the endorsement as to the person’s eligibility of three CPAs who currently hold licenses in any state or territory of the United States or the District of Columbia; (3) has one of the following: (a) one year’s experience in the field of accounting under the direct supervision of a CPA; (b) four years of experience teaching accounting in a four-year college or university; (c) four years of experience in the field of accounting; (d) four years of experience teaching college transfer accounting courses at a community college or technical institute; (e) any combination of such experience determined by the Board to be substantially equivalent to the foregoing; and (4) has passed each section of The Uniform CPA Examination prepared by the AICPA. As a requirement for continued licensure, the Board requires all active CPAs to complete 40 continuing education hours, including at least two hours of regulatory or behavioral professional ethics and conduct.

Mr. Peebles also holds the Chartered Financial Analyst (“CFA”) designation issued by the CFA Institute. To be admitted into the CFA program, candidates must have: (1) a bachelor’s degree or equivalent (candidates can register if in the last year of a bachelor’s program); *or*, (2) four years of professional work experience that the Institute deems as “qualified” experience; *or*, (3) a combination of the above. To become a CFA charterholder, candidates must pass three exams, have four years of professional experience in investment decision-making, and obtain membership with the CFA Institute. Additional information about the CFA program can be found at www.cfainstitute.org. The CFA Institute does not impose any continuing education requirements on charterholders.

Mr. Peebles was born in 1987. Mr. Peebles completed his undergraduate degree at the University of North Carolina at Chapel Hill. Mr. Peebles earned his Master of Accounting degree (MAC) from UNC’s Kenan-Flagler Business School.

Item 3 – Disciplinary Information

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. Marion W. Peebles, IV has not been the subject of any legal or disciplinary events.

Item 4 – Other Business Activities

Marion W. Peebles, IV is not engaged in any investment-related business or occupation other than his investment advisory duties with WestEnd.

Item 5 – Additional Compensation

Registered investment advisers are required to disclose if someone who is not a client provides an economic benefit to the supervised person for providing advisory services. Marion W. Peebles, IV is compensated by WestEnd Advisors, LLC. He does not receive additional compensation or economic benefits from other sources.

Item 6 – Supervision

Michael W. Goldman has supervisory responsibilities over investment advisory activities at WestEnd. Mr. Goldman can be contacted at 888-500-9025.

Frederick O. Porter, CFA

Item 2 – Educational Background and Business Experience

Frederick O. Porter, Chief Investment Officer and Portfolio Manager, joined WestEnd in 2008. Mr. Porter was named a Member in 2011, and served as Co-Chief Investment Officer from October 2018 to September 2019. Prior to joining WestEnd, Mr. Porter was an Associate at Wachovia Securities from 2006 to 2008, a Vice President at U.S. Trust Company from 2002 to 2004, and a Principal at State Street Global Advisors from 2001 to 2002.

Mr. Porter holds the Chartered Financial Analyst (“CFA”) designation issued by the CFA Institute. To be admitted into the CFA program, candidates must have: (1) a bachelor’s degree or equivalent (candidates can register if in the last year of a bachelor’s program); *or*, (2) four years of professional work experience that the Institute deems as “qualified” experience; *or*, (3) a combination of the above. To become a CFA charterholder, candidates must pass three exams, have four years of professional experience in investment decision-making, and obtain membership with the CFA Institute. Additional information about the CFA program can be found at www.cfainstitute.org. The CFA Institute does not impose any continuing education requirements on charterholders.

Mr. Porter was born in 1976. Mr. Porter completed his undergraduate degree at Davidson College. Mr. Porter earned his MBA from Duke University’s Fuqua School of Business.

Item 3 – Disciplinary Information

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. Frederick O. Porter has not been the subject of any legal or disciplinary events.

Item 4 – Other Business Activities

Frederick O. Porter is not engaged in any investment-related business or occupation other than his investment advisory duties with WestEnd.

Item 5 – Additional Compensation

Registered investment advisers are required to disclose if someone who is not a client provides an economic benefit to the supervised person for providing advisory services. Frederick O. Porter is compensated by WestEnd Advisors, LLC. He does not receive additional compensation or economic benefits from other sources.

Item 6 – Supervision

Michael W. Goldman has supervisory responsibilities over investment advisory activities at WestEnd. Mr. Goldman can be contacted at 888-500-9025.